

Message Text

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PAGE 01 WELLIN 04640 310859Z

ACTION EA-12

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FM AMEMBASSY WELLINGTON

TO SECSTATE WASHDC 6155

INFO AMEMBASSY CANBERRA

AMEMBASSY TOKYO

UNCLAS WELLINGTON 04640

E.O.11652:N/A

TAGS: ETRD, OGEN, NZ

SUBJECT: JOINT AMCHAM-EMBASSY STUDY ON COMPETITIVENESS

- OF U.S. PRODUCTS IN THE NEW ZEALAND MARKET

1. REFLECTING GUIDANCE RECEIVED FROM THE EA BUREAU FOR BOTH GREATER COOPERATION BETWEEN THE EMBASSY AND THE LOCAL AMCHAM AND FOR SPECIFIC REPORTING ON THE COMPETITIVE POSITION OF U.S. PRODUCTS VIS-A-VIS JAPAN IN VARIOUS EAST ASIAN AND PACIFIC MARKETS, THE EMBASSY HAS NOW FINALIZED DETAILS FOR A JOINT STUDY WITH THE LOCAL AMERICAN CHAMBER OF COMMERCE. ALTHOUGH AS THE DEPARTMENT REALIZES THE LOCAL AMCHAM IS NOT A MEMBER OF APCAC AND HAS A MEMBERSHIP IN WHICH NEW ZEALAND NATIONALS HEAVILY PREDOMINATE, BOTH WE AND THE AMCHAM FELT THAT A NEW ZEALAND INPUT INTO THE STUDIES BEING UNDERTAKEN BY OTHER AMCHAMS AND POSTS IN THE REGION WOULD BE OF VALUE. ALTHOUGH THE AMCHAM DID NOT WISH TO CONFINE OUR INVESTIGATIONS SOLELY TO JAPANESE COMPETITION (THE PHASING OUT OF BRITISH PREFERENCES HERE, FOR EXAMPLE, IS ALSO AN IMPORTANT ELEMENT IN OUR COMPETITIVE POSITION) THEY HAVE AGREED TO EMPHASIZE JAPAN IN OUR RESEARCH. THE STUDY WILL ALSO ALLOW THE EMBASSY TO FURTHER STRENGTHEN ITS COOPERATIVE RELATIONSHIP WITH THE AMCHAM BY WORKING CLOSELY TOGETHER ON A SPECIFIC PROJECT.

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2. FOLLOWING DISCUSSIONS OVER PAST WEEKS AND A CERTAIN AMOUNT OF PRELIMINARY MARKET RESEARCH, WE AND THE AMCHAM HAVE DRAWN UP A QUESTIONNAIRE WHICH WILL BE SENT TO ALL AMERICAN FIRMS OPERATING IN NEW ZEALAND AND TO LOCAL FIRMS KNOWN TO CARRY LINES OF AMERICAN PRODUCTS. THE QUESTIONNAIRE IS DESIGNED TO ISOLATE THOSE ELEMENTS WHICH

MAY GIVE OUR COMPETITORS AN EDGE AND TO MORE SPECIALLY
HONE IN ON ITEMS WHERE A CHANGE IN U.S. POLICY OR
PROGRAMS MIGHT ENHANCE OUR POSITION IN THE MARKET.
ALTHOUGH ALL RESPONSES WILL BE SHARED BY THE AMCHAM
WITH THE EMBASSY, THE IDENTITY OF INDIVIDUAL RESPONDENTS
WILL BE KNOWN ONLY TO AMCHAM. IN THIS WAY, WE HOPE TO
ENCOURAGE THE MOST CANDID REMARKS POSSIBLE. WE
ENVISAGE REPLIES BEING BACK BY MID-SEPTEMBER, A
COLLATION AND ANALYSIS IN THE THIRD WEEK OF THE
MONTH, WITH SUBMISSION TO THE DEPARTMENT IN SUFFICIENT
TIME FOR USE, IF WARRANTED, AT THE APCAC MEETING IN
JAPAN IN LATE OCTOBER. SELDEN

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